

Ready, Set, Grow!



VESTA NUTRA represents a customer-centric contract manufacturer of dietary supplements and a world-class ingredient distributor under the combined endeavor to ensure high-quality nutraceutical supplements at affordable prices, across the globe. We take responsibility for delivering outstanding products and results to our partners and the consuming public while working with our partners to generate innovation within the supplement industry.

VESTA NUTRA is ready to meet the challenges of the dynamic global nutritional supplement market, from research, development, supply chain, production, packaging, and regulatory conditions.

VESTA INGREDIENTS, INC. understands there are purer, more effective, and more potent ingredients just waiting to be discovered. Skilled research and development staff are constantly investigating emerging scientific and botanical data in order to formulate the next breakthrough dietary supplement your customers will demand.

VESTA PHARMACEUTICALS, INC. is a customer-centric contract manufacturer of dietary supplements has grown into a premier cGMP and FDA registered (21CFR111) full-service provider of dietary supplements and nutritional ingredients. Thriving in the growth of the private label nutraceutical space has provided the ability to meet our customer's needs in a timely and price-efficient manner.



Senior Marketing Specialist

Pay: \$35-\$48k

M-F (8am-5pm)

On-site 5767 Thunderbird Road, Indianapolis, IN 46236

Senior Marketing Specialist Role: Will play a key role in strengthening brand presence, increasing customer engagement, and supporting revenue growth through multi-channel marketing campaigns. Lead and execute integrated marketing initiatives across digital, print, and CRM channels. This role is ideal for a hands-on marketer who is both strategic and execution-focused, with experience managing B2B and B2C marketing efforts, developing compelling brand storytelling, and driving measurable results.

GENERAL DESCRIPTION:

Digital & Social Media Marketing:

- Manage and execute content strategies across LinkedIn, Instagram, X (Twitter), TikTok, and Facebook
- Create, schedule, and analyze social media content to drive engagement, reach, and conversions
- Monitor trends, platform updates, and competitor activity to optimize content performance

Email Marketing & CRM:

- Plan, design, and execute email marketing campaigns for both B2B and B2C audiences
- Segment audiences, manage contact lists, and optimize campaigns using CRM software
- Track and analyze key performance metrics including open rates, click-through rates, and conversions
- Maintain accurate CRM data and support lead nurturing initiatives

Creative & Content Development

- Write clear, compelling marketing copy for digital, print, and email campaigns •Oversee financial matters regarding inventory management
- Design and manage marketing assets including brochures, magazine advertisements, digital graphics, and presentations
- Ensure all creative materials align with brand guidelines and marketing objectives

Graphic Design & Brand Assets:

- Create visual content using tools such as Adobe Photoshop, Adobe Illustrator, and Canva
- Support print and digital production for advertisements, brochures, and promotional materials
- Collaborate with vendors, printers, and external partners as needed

Influencer & Partnership Marketing

- Identify, coordinate, and manage relationships with influencers and brand partners
- Oversee influencer campaigns from outreach through execution and performance reporting
- Ensure influencer content aligns with brand messaging and compliance standards
- Complete cGMP and SOP Training – refer to Training Matrix for complete list of SOP training
- Additional duties as assigned

WORK EXPERIENCE REQUIREMENTS:

- Previous experience in a marketing role required
- Experience managing multi-channel marketing campaigns (digital, email, social, and print) preferred
- Familiarity with both B2B and B2C marketing environments is a strong plus
- Computer proficient (Microsoft Word, Excel, Outlook)
- Working knowledge of Adobe Photoshop and Adobe Illustrator
- Experience using Canva for quick-turn creative assets
- Experience with CRM software for marketing and customer engagement
- Strong understanding of social media platforms and content best practices
- Ability to analyze marketing data and translate insights into action
- Strong written and verbal communication skills
- Creative mindset with attention to detail
- Excellent organizational and project management abilities
- Ability to manage multiple projects and deadlines simultaneously
- Courteous, prompt and dependable
- Self-starter with the ability to work independently and collaboratively
- Multi-task oriented

EDUCATION REQUIREMENTS: Bachelor's degree in Marketing, Communications, Business, or a related field (or higher preferred)

Apply today!

<https://vestanutra.com/career/>